

**HOLLYWOOD PROPERTY OWNERS ALLIANCE  
BOARD OF DIRECTORS**

**Minutes  
Thursday, May 21, 2015  
Taft Building, Suite 600  
1680 Vine Street**

**Officers and Directors Present**

Monica Yamada, President, CIM Group, Inc.  
Jan Martin, Secretary, AMDA  
Leslie Blumberg, The Fonda  
Joseph D'Amore, CRC Entertainment Inc.  
Darcy Derler-Judd, Robertson Properties Group  
Mark Echeverria, Musso & Frank Grill  
Brian Johnson, Loews Hollywood Hotel  
Evan Kaizer, Sieroty Company, Inc.  
Chad Lewis, Klein Financial Corporation  
John Lyons, Avalon Hollywood/Bardot  
Galo Medina, Comprehensive Financial Services  
Frank Stephan, Clarett West Development  
Mark Stephenson, Hollywood United Methodist Church  
Alyssa Van Breene, DDD-Hollywood/Gower Co., LLC

**Present via telephone** (does not count toward quorum)

Michael Gargano, Argent Ventures, LLC

**Absent**

David Green, Nederlander Organization  
John Tronson, Vice President, Tronson Investment Group

**Staff**

Kerry Morrison  
Joseph Mariani  
Matthew Severson  
Devin Strecker  
Ginnie Gallo

**Signed in Guests**

Galo Medina – Comprehensive Financial Services  
Grant King -- Dream Hotel  
Michael Gonzales – Dream Hotel  
Fabio Vasco – GTL  
Li Wen – Resident of the Broadway

**I. CALL TO ORDER – Monica Yamada**

The meeting was called to order at 4:05 p.m.

## II. OPEN FORUM

- **Grant King & Michael Gonzales** – The Dream Hotel project was presented to the board. It is scheduled to open at Cahuenga and Selma in February 2016. High end hotel with restaurants, nightclub, valet parking.

The team is also working on a new boutique hotel, The Thompson at Wilcox and Selma. They are going through entitlements. It will offer a ground floor lobby, restaurant, bar and valet. The plans for the rooftop include a pool, gym, spa, restaurant and bar.

## III. APPROVAL OF MINUTES

- Approval of the April 16, 2015 Board meeting minutes.

**It was moved by Mark Echeverria, seconded by Chad Lewis, and CARRIED to approve the minutes from the Board's April 16, 2015 meeting. Unanimously approved.**

## IV. NEW BUSINESS

- A. Recommendation from Nominating Committee. Frank Stephan presented the recommendation to elect Galo Medina to fill the seat vacated by Drew Planting. The term will expire November 2015.

**It was moved by Joe D'Amore, seconded by Jan Martin, and CARRIED to approve Galo Medina filling the board treasurer seat vacated by Drew Planting with the term ending November 2015. Unanimously approved.**

## V. TREASURER'S REPORT – Kerry Morrison

- A. Morrison presented the April 30, 2015 statement which reflected actual monthly expenses of \$336,845 against budget of \$310,078. The April expenses reflected six weeks of security payments. The projected end of year cash balance is \$382,279. There are no significant variances to report at this time.

**It was moved by Joe D'Amore, seconded by Chad Lewis, and CARRIED to approve the April 30, 2015 financial statement. Unanimously approved.**

- B. Uncollected Assessments – Morrison presented a letter from the Judicial Council of California stating that a check is being processed for BID assessments for the Hollywood Courthouse dating back to FY 11-12. They asked that the nature of the assessment formula associated with that property be re-evaluated when the BID is renewed.

- C. Gursey Schneider – A proposed engagement letter between Gursey and HPOA was included in the Board packet. Morrison reported that she and Mariani met for four (4) hours with a partner, an associate, and two (2) staff members who would work directly on our account. As a result of this meeting to review processes and the detailed needs of the HPOA, Gursey re-worked their original proposal as presented during the RFP process. A spreadsheet was presented to the board documenting the revised hourly projection against the original proposal. As a result, Gursey is proposing a first year projection of 652 hours at a cost of \$60,000 plus a start-up fee of \$8,400 for a total of \$68,400 in year one. This represents a discount off their standard billing of 66 percent. The start-up costs would be funded from the contingency budget. The monthly variance from the current budget would amount to approximately \$529/month.

**It was moved by Evan Kaizer, seconded by Leslie Blumberg, and CARRIED to authorize the ad-hoc finance committee to negotiate a terms of engagement letter with Gursey Schneider. Unanimously approved.**

- D. 2014 Annual Financial Review. Fabio Vasco, independent CPA with GTL, LLP, presented the Financial Review report, which is a requirement of the city contract to manage the BID. He pointed out that the review was more intensive than a compilation but less rigorous than a full audit. The Finance Committee had previously had the opportunity to review the document.

**It was moved by Galo Medina, seconded by Evan Kaizer, and CARRIED to approve the 2014 Financial Review as presented by Fabio Vasco.**

- E. Consumer Price Index – Morrison presented the opportunity to increase the BID assessment for 2015-16. This year the CPI is up .5% which is the amount assessments can be raised. The board elected not to increase.

**It was moved by Joseph D'Amore, seconded by Mark Echeverria, and CARRIED to not increase the BID assessments for 2015-16. Unanimously approved.**

## **VII. NEW BUSINESS**

- A. Dashboard Report – Kerry Morrison presented a “Dashboard” spreadsheet to track/identify projects and their priorities. The hope was this dashboard would track issues and objectives that are contained in the Board’s Strategic Work Plan, and that come up during the year. The tracking correlates with the strategic plan and is divided into: Safe Hollywood Nights, Public Space & Planning, Safe Hollywood Sidewalks, and Stakeholders: Engagement & Communications, Admin, and Misc. Projects in these categories are listed as to level of attention: Urgent/Pressing, In Process, Monitoring, Accomplished, and Parked. It was requested by the board that this report be generated quarterly in order for the board to have a clear understanding of where issues stand.

## VIII. COMMITTEE AND ACTIVITY REPORTS

### A. Streetscape and Planning – Mark Echeverria and Matthew Seversen

1. BID Walk-Thru April 21, 2015 – A PowerPoint presentation of conditions found throughout the BID was shown to the board. Additionally, a complete punch list of several hundred items noticed by the committee was distributed to the board. This will serve as the work plan for the Streetscape & Planning Committee this year. Items were categorized as:
  - a. Immediate – easy fixes which could be done under the Maintenance Contract
  - b. Long Term – items such as sidewalk/curb repair, refurbished light poles, etc.
  - c. Special Projects such as standardized tree wells, public art, etc.
2. Potential funding opportunities – Severson included in the board packet information just received from the city about funding that has been preserved to complete several projects associated with the Hollywood Crossroads streetscape and pedestrian amenity plan. More details will follow in future meetings, but approximately \$2.4M is available to fund important improvements along Vine Street (from Sunset to Fountain); Highland (from Franklin to Sunset) and Hollywood Boulevard (from Sycamore to Serrano). In addition, staff just received word relative to the opportunity to apply for a Great Streets challenge grant for Hollywood Blvd. Information will be brought back to the June meeting.
3. Mobility Summit expenses – Morrison was asked to compile an expense report associated with the planning and implementation and aftermath of the February 11 mobility summit and this was included in the board packet. The concern was expressed that the board may not have known up front how much was entailed in planning for the event, and the need to secure consultant help to implement. A portion of Sarah Besley's consulting time was also devoted.

### B. Ad-hoc Communications Working Groups – Jan Martin and Devin Strecker

1. Festival Working Group: Strecker and Martin walked the board through a deck describing Hollywood Music & Arts festival, covering four (4) nights, tentatively November 5 through 8, 2015. Staff is working with Haines & Co. on the structure of the event. Already there are 12 venues interested in participating. Every venue will sponsor their own event. With board approval, marketing and staff time will be taken from existing marketing budget.
2. BISNOW "The Future of Hollywood" – Report from Mariani postponed until the June board meeting.

B. Security – John Tronson, Kerry Morrison

1. Public Hearings on Street Vending – Morrison advised the board that four (4) meetings are being held to seek input on a proposal to create a citywide sidewalk vending ordinance. An announcement from the Council's Economic Development Committee was distributed announcing the dates of the upcoming meetings. Morrison said staff is committed to cover the four hearing and sought board members to volunteer. Alyssa Van Breene volunteered to attend the May 29, 2015 hearing.
2. Official Homeless Count – In the interest of time, a report was tabled. Information was included in board packet.
3. LAPD Review of Proposed Type 47 Restaurant Licenses – Yamada reminded the board that the BID remains neutral on applications from businesses to seek a liquor license. LAPD is currently supporting Type 47 restaurant licenses up to a midnight serving time. If individual board members speak on this topic, it should not be confused with the BID position, which is to remain neutral.
4. Panhandling and sidewalk safety – Morrison presented the board a mock-up of a handout for tourists discouraging giving to costumed street characters, CD vendors, and/or panhandlers. This brochure will tie into a new website, [www.hollywoodsafesidewalks.com](http://www.hollywoodsafesidewalks.com). The handout is written in four (4) languages and will be given to property managers, hotels, restaurants, and businesses for distribution. The initial cost for 25,000 brochures is \$5,000 which will include costs of artwork and printing.

**It was moved by Mark Stephenson, seconded by Jan Martin, and CARRIED to authorize the expenditure of \$5,000 to proceed with the project to design and print information cards and a website to promote visitors' awareness on donations to costumed street characters, CD vendors, and panhandlers. Unanimously approved.**

VI. Old Business

- A. Coffee with the President Follow-up – Yamada directed the board to review the issues, concerns and suggestions raised by those who attended the Coffee with the President meeting on March 13. The report was included in the board's packet. In particular, she asked for input on items noted in yellow. In response, it was noted that at the next planning retreat, if the board was interested, they could have an outside expert do a presentation on how other cities organize unified parking programs, and what would be involved in creating a sign overlay district or a specific plan for Hollywood. Instead of creating a mid-BID business association, it was reported that a group of owners, led by board members Mark Echeverria and Evan Kaizer, have already committed to reach out to mid-BID businesses. In lieu of sending out a survey to owners, it was suggested that some type of survey mechanism could be incorporated into the annual all property owners meeting.

## **VII. Staff Report**

### **A. Search for the HPOA Office Location – Kerry Morrison and Joe Mariani**

1. At the suggestion of the board, a letter was sent out to mid-BID property owners seeking office availability options. Several responses were received and the staff followed up. Mariani reported that because the office moved to the sixth floor at the request of building management, rent is free in the Taft building until July 31, 2015. At that time the monthly rent will be approximately \$8,000, compared to the monthly budget allowance of \$4250. A spreadsheet “Office Move Cost Analysis” was distributed to compare and contrast the costs and attributed of various spaces: Spaces currently being looked at are:
  - a. Taft Building – Two (2) office suites available. One at 1480 sq. ft. with courtyard view (facing The W wall) with no room for board meetings, no storage space, and 7 ft. wide offices. The second facing Vine Street has 1,772 sq. ft., again with no storage, small offices, no room for board meetings. Both are considerably smaller than the BID office previously occupied on the 4<sup>th</sup> floor but higher rent.
  - b. Sieroty Buildings – 6556 Hollywood Blvd. and possibly 6562 Hollywood Blvd.
  - c. Musso’s space – Hollywood Blvd.
  - d. Denley Buildings –McCadden and Whitley

- B. Board Planning Retreat – The annual board planning retreat is slated to be held in July. Given time constraints, there was no time to discuss the board’s preferences. Morrison will bring back suggested sites to the June board meeting.

### **VIII. Next Meeting:** The next meeting will be held June 18, 2015

### **IX. Adjournment:** The meeting was adjourned at 6:20 p.m.